

BA 4722 – MARKETING STRATEGY

Course Schedule: Thursdays at 12:30 - 14:05 / 14:25 - 16:00

Instructor:	BURCU TARHAN CATAROGLU
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Office Hours:	By appointment
Course Web Page:	Link to ODTUClass Course Page
<b>Course Description:</b>	
The course is designed to integrate and extend fundamental marketing concepts and apply them to business problems. Focus is on studying strategic issues relating to selection of business and segments in which to compete and how to spread resources across products and elements of the marketing mix. Case and simulation methodologies are employed.	
<b>Course Student Learning Objectives: (CSLO)</b>	
<b><i>On successful completion of this module, students should be able to:</i></b>	
<b><i>Module Specific Skills:</i></b>	
<ol style="list-style-type: none"> <li>1. understand the nature of marketing strategy and apply concepts and theories used in the study of marketing strategy in developing effective decision making</li> <li>2. demonstrate knowledge and skills of planning, designing, implementing, analysing, and reporting marketing strategy</li> <li>3. recognize the importance of studying marketing strategy for the effective implementation of the marketing concept</li> <li>4. implement tools for original research, strategic problem-solving, and critical thinking</li> </ol>	
<b><i>Discipline Specific Skills:</i></b>	
<ol style="list-style-type: none"> <li>5. differentiate, apply, analyse, and reflect on theories, concepts, and interpretive research methods commonly used in exploring and understanding marketing strategies</li> <li>6. demonstrate a broad knowledge of literature and concepts in marketing strategy and related fields</li> <li>7. understand directly interactions of marketing strategy</li> </ol>	
<b><i>Personal and Key Skills:</i></b>	
<ol style="list-style-type: none"> <li>8. develop communication skills, including negotiation, argumentation, and presentation</li> <li>9. develop critical reading and writing skills</li> <li>10. experience motivation and support for undertaking original research that can be directly related to one's ability to provide novel insights and problem-solving in interviews, at work and in the community</li> </ol>	
<b>Learning and Teaching Methods:</b>	
Sessions consist of a mixture of formal lectures, in-class discussions of text materials, group work, presentation sessions, case analyses, experiential exercises, videos, in-class writing, and directed private study. Moreover, during each session real experiences and true-life cases from corporate industry will be shared.	
<b>Required Reading:</b>	
Graham Hooley, Nigel F. Piercy, and Brigitte Nicouloud (2020), Marketing Strategy and Competitive Positioning, Ft Prentice Hall. (You can find two copies in the main library reserve collection: XX)	
You can have access to the cases and the required readings from odtuclass. The list of the required readings:	

- Jennifer L Aaker; Sara Gaviser Leslie; David Rogier (2010), “Dispensing Happiness: How Coke Harnesses Video to Spread Happiness”, Stanford Business School, 7 pages.
- Jamie Anderson; Arun Khan; AV Vedpuriswar (2005), “Smart Communications Inc (A)”, ESMT European School of Management and Technology, 7 pages
- W. Chan Kim and Renée Mauborgne (2015), “Red Ocean Traps”, Harvard Business Review, 7 pages

#### Assessment and Grading:

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by this assessment	Feedback Method
Class participation	10	Attendance and contribution to class discussions and exercises	1-10	Oral
Homework	20	Essay	1-10	Written feedback
Midterm	20	Two hours long written exam	1 – 10	Written feedback
Group Project	35	3000 words (-/+ 5%) essay	1-10	Written feedback
Group Presentation	15	20 min presentation	1-10	Oral (in class)

#### Course Policies:

**STUDENT DISABILITIES:** Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university’s [Disability Support Office](#) (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

**ACADEMIC DISHONESTY:** The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

**CHEATING:** All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

**PLAGIARISM:** The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

### METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

**CIVILITY IN THE CLASSROOM:** Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:

**Students arrive on time.** Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

**Students are fully prepared for each class.** Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

**Students respect the views and opinions of their colleagues.** Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

**Laptops, phones and wireless devices are turned off.**

**STUDENT EXCUSES:** In case you cannot attend one of the examinations, if and only if you can present an official (dean's or president's office approved) **excuse** or **METU Medical Center certified Health Report**, you will be eligible to take a make-up examination. There will be **one single, comprehensive and essay type make-up examination during the final period and it will be counted towards whichever exam(s) you are missing.**

**KNOW YOUR RIGHTS AND RESPONSIBILITIES!** <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

**NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR!** <http://oidb.metu.edu.tr/en/academic-calendar>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

**Notes:**

- Usage of cell phones is strictly prohibited during class. Please be courteous to your classmates and me and make sure that your phones are on silent mode before the class begins.
- Please arrive on time and do not enter the classroom if I already have closed the classroom doors. If you have to leave early, please inform me in advance.
- Please turn in the homework assignments on time and note that no late assignments (no matter how late) will be accepted.
- You are encouraged to drop by my office during office hours for questions, concerns, or, suggestions. Outside the office hours, please make an appointment with me via e-mail. For quick questions that you may have, note that e-mailing is a very effective means of communicating with me.

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
Oct	21	Syllabus Review, Course Expectations & Introduction to Marketing Strategy and Planning	Ch 1 - 2	1-10
Oct	28	Half-day holiday - No Class		
Nov	4	Customer and Competitor Analysis	Ch 4 - 5	1-10
Nov	11	Segmentation and Positioning & Market Research (Qualitative & Quantitative) and Targeting	Ch 7 - 8 - 9	1-10
Nov	18	Strategic Network, Partner and Customer Management and Sales Organisation (Visitor Lecturer)	Ch 14 - 15	1-10
Nov	25	Competitive Positioning	Ch 10 - 11	1-10
Dec	2	Midterm Exam – No Class		
Dec	9	E-Marketing (Visitor Lecturer)		1-10
Dec	16	Integrated Marketing Communications & Go-to-market Strategy	Cases will be discussed	1-10
Dec	23	Innovation Strategy	Ch 12 & Cases will be discussed	1-10
Dec	30	Strategic Marketing Department in Corporate Companies	Cases will be discussed	1-10
Jan	6	Internal Marketing & Corporate Social Responsibility and Ethics	Ch 16 - 17	1-10
Jan	13	Project presentations		
Jan	20	Project presentations		

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**Attendance and in-class participation:** Students should be aware and ready that the class will be interactive, and they will be called upon during almost all lectures to contribute their thoughts to ongoing topics and discussions. It is so crucial that they get prepared for classes through readings, reviewing the materials assigned. The quality rather than the quantity of their input will be appreciated and assessed for their class participation.

**Homework:** An individual four homework will be given as a take-home, and each will contribute 5%. All details about the homework will be shared in the class.

**Midterm:** Students will take one midterm exam which will assess the knowledge developed during the semester. The exam will be in a short essay format.

**Group Project:** During the term project, each team will be five. Each team will assign a contact person to take the lead in exchanging information, emails, etc. with the instructor about team-related issues and projects. The list of teams and contact person will be sent by the end of the third week of classes.

Each group will prepare a 360-degree marketing strategy and a go-to-market plan for a new creative product/brand. It will cover major issues raised in the current literature like situation analysis, SWOT, competitor analysis, product positioning, pricing, packaging, brand personality, marketing communication plan, go-to-market strategy, financial budget, sales forecasts, etc. More information and details will be provided. Groups will submit a written report of their marketing plan and they are free to choose a product or market of their interest.

Students should remind that working in teams might be more complicated than working alone in corporate life. They should aware that the instructor will provide full assistance and guidance in the early stages of their project if they face difficulties.

The data for the project will be accessed through internet research. One of the main aims of the project is to familiarize students with companies, industry and brands. During the project, teams are supported to communicate with the companies and creating network with corporate people.

**Group Presentations:** Each group will position as a marketing team in a corporate company. A 20 min long oral presentation will be expected to the board members of the company.

Since the grading of the presentation is at the individual level, the instructor will expect each member of the group to participate in the presentation.